

NEW PEUGEOT 508 IN THE SPOTLIGHT AT THE TOKYO OPEN TENNIS CHAMPIONSHIPS

Scritto da Administrator
Martedì 01 Ottobre 2019 15:09 -

PEUGEOT, a Partner and Official Vehicle Provider for the tournament, will furnish a fleet of 12 vehicles for players and VIPs attending the event at #tokyo.

The cars provided will be new #peugeot508 and 508 SW, #peugeot 3008 and 5008 SUVs and #peugeot308 SW.

The Brand is also exhibiting the new PEUGEOT 508 sedan at Tokyo. This new vehicle, featuring a low, compact architecture, a new, sleek yet strong exterior #design, a spectacular interior with a brand-new version of the #peugeot i-Cockpit®, promises to provide unique driving sensations. Its exemplary road holding, new engine range and extensive technology range, not forgetting a generational leap forward in terms of quality make new #peugeot508 the world standard-bearer of the brand's up-market strategy.

PEUGEOT 308 will also be exhibited during the #tennis championships

The Japan Open #tennis Championships have taken place since 1972 ; it became part of the ATP Tour in 1990. Today, it is ranked in the ATP 500, attracting the world's top ten players. In this 48th season, this year, the professionals, #lucaspouille (ATP ranking 24) and Pablo Carren?o Busta (ranked 63) will be playing at the Ariake Coliseum in #tokyo, which will also accommodate the Olympic Games in 2020. Matches will be played on a hard surface, a change from the clay courts used for Olympic matches from 1975 to 1982.

These two prestigious players, one French and one Spanish, are ambassadors of the #peugeot Brand, a team formed in 2017 to help roll out the Brand's international sponsoring strategy in the #tennis sector.